

March, 20, 2006

Valerie Knepper, Project Manager
Metropolitan Transportation Commission
101 Eighth Street
Oakland, California 94607

VKnepper@mtc.ca.gov

Subject: Parking Policies to Support Smart Growth Study: Application for Case Study

Dear Valerie:

Please accept this letter and completed questionnaire as the City of San Francisco's application for a case study of the Mission Bay neighborhood for the Parking Policies to Support Smart Growth Study. The San Francisco County Transportation Authority looks forward to working with the study's technical consultant and other city agencies to evaluate the parking management needs in this rapidly changing neighborhood.

We feel that this 303 acre neighborhood on the central bayshore of San Francisco that is currently experiencing immense change, offers an ideal laboratory to study parking management strategies that support transit and pedestrian oriented neighborhoods. Institutional, commercial and residential uses have been recently completed or are planned for infill development along the spine of a new high capacity light rail transit line and adjacent to the South of Market Area and Showplace Square neighborhoods. Addressing the supply, demand and management of parking in the neighborhood now can have an immense impact on the manner in which development proceeds.

There is strong policy, agency and public support for better parking management through a variety of means. The voter approved Expenditure Plan for Prop K (the transportation sales tax) comprises the investment component of the Countywide Transportation Plan and includes section IV.D.1. Transportation Demand Management/Parking Management. As you are aware, the Authority is currently undertaking an on-street parking management and pricing study that was prioritized by the TDM/PM sponsoring agencies because it addresses a critical need to address the availability and efficiency of on-street parking as a land use and transportation asset.

The Transportation Authority recognizes the need to provide available information, help define data needs for the consultant's field work, and assist in working with the appropriate stakeholders in the development and implementation of parking policies for the study area. A representative from the Authority's Planning Section already sits on your Technical Advisory Committee and would continue in that role in addition to representing the case study from the local perspective. Please feel free to contact me at tilly.chang@sfcta.org or 415-522-4832 should you have any questions.

Sincerely,



Tilly Chang
Deputy Director for Planning

Attachments (2)

cc: JLM, RJH - Chron, File: Parking Policies to Support Smart Growth Study



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